The Encyclopedia of Sustainable Tourism

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The Encyclopedia of Sustainable Tourism
**Hospitality**

The act of being hospitable. While this is the simplest definition of hospitality, there are a number of different definitions provided by the literature. Some of these include ‘receiving guests in a generous and cordial manner’, ‘creating a pleasant or satisfying environment’, ‘satisfying a guest’s needs’, ‘anticipating a guest’s desires’ or ‘generating a friendly and safe environment’, but all of these definitions relate to the overall principle of being hospitable (Chon and Maier, 2010). The hospitality industry comprises many service-oriented sectors of the broader tourism industry. These sectors include accommodation, restaurants, bars, clubs, pubs, theme parks, cruise lines, meetings and events, gaming, entertainment and transportation, as well as other tourism-related businesses. According to Chon and Maier (2010), the hospitality industry dates back more than 4000 years to the overnight lodging provided along the Middle East trade and caravan routes. Today, the hotel industry alone worldwide consists of more than 632,000 businesses, has revenues of approximately US$580 billion and employs more than 4 million staff (IBISWorld, 2012).

**Host/guest**

An important branch of studies that focuses on the relationship between locals and tourists discussed in Smith’s (1977) book Hosts and Guests: The Anthropology of Tourism. In the 1970s and the 1980s attention was turned to the negative impacts of tourism on the fragile economic and social-cultural balances on local host communities in the third world. This was then extended to all touristic contexts and this dynamic was recognized in tourist destinations in complex modern societies too. Investigative themes were also gradually extended: from reciprocal perceptions and attitudes right through to the governance of touristic processes in terms of their social sustainability.

**Hotel**

A building used for accommodation purposes for business or leisure travellers. Depending on their size, hotels also usually offer a range of facilities and services including: food and beverage outlets (some may also provide room service); conference and event facilities; leisure, health and fitness facilities including swimming pools, gyms and spas; concierge services for tour bookings; and business services including computer access, printing and services for sending and receiving facsimiles. Hotels are often classified through grading systems. Some suggest that hotel grading and classification systems are responsible for causing confusion not only for guests, but also for the industry (Cooper et al., 2008; Cser and Ohuchi, 2008). Inconsistencies and variances both domestically and internationally among grading schemes are responsible for varying degrees of (dis)satisfaction where such grading schemes can also be seen as responsible for providing an expectation of not only the level of quality to be provided, but also of the level of hospitality, or type of experience (Ariffin and Maghzi, 2012).
with the colonial population maintaining political allegiance to the country of origin. Imperialism occurs with or without the transfer of population and sovereign control. Confusion about the meaning of post-colonialism occurs because of the reference to the conditioning term ‘post’. As such, post-colonialism can erroneously be thought of as a chronological phenomenon: something that occurs after colonialism. However, this is not the meaning of the term.

Various definitions of post-colonialism can be found. The most widely accepted is that after colonialism there is a continuation of the logic of colonialism in the intellectual, religious and cultural practices with commensurate power structures and social hierarchies, allowing continued domination of the original colonizing population. A fundamental paradigm that is perpetuated in this regime is the ‘us-them’ binary distinction, which helps to further subjugate the colonized subjects by ensuring they are excluded from power structures. Post-colonial theory has been used extensively to examine the ways Western and European tourism perpetuates post-colonial relations in countries that have had colonial rule (Craik, 1994; Akama, 2004; d’Hauteserre, 2004; Hall, 2004; Burns, 2008). Critical studies highlighting the emancipatory potential of a post-colonial analysis of tourism reveals the role of identity (Saldanha, 2002; Hall, 2004; Tucker, 2009), gender (Aitchison, 2001), the politics of poverty (Scheyvens, 2007), construction of heritage (Saldanha, 2002; Meskell, 2003; Waters, 2006; Winter, 2007) and world-making (Hollinshead et al., 2009) in how post-colonial readings of tourism production and consumption can be used to destabilize dominant discourses that perpetuate post-colonial relations.

**Post-tourism**

The evolution of tourism in the post-modern era. Tourism has been transformed to reflect the cultural and social changes that affect society. Tourism becomes a commodity, and it is differentiated into various tourisms, in which the space of realization is often a ‘non-place’ (Augè, 1992) and a ‘hyper-reality’ (Eco, 1986). The first scholar to speak of ‘post-tourists’ was Feifer (1985), who identifies three of their characteristics: (i) they do not have to leave their home to ‘gaze’ on tourist sites, thanks to information and communication technologies and the mass media; (ii) they are happy to have a wide choice of activities and motivations available to them; (iii) they live the tourist experience as a game, an activity that is an end in itself, and know that this is not the only and authentic experience (Urry, 2002). The post-tourist accepts and appreciates a highly mediated environment, and combines reality, imaginary space and the virtual world to shape the tourist experience in a creative and non-passive manner.

**Postmodern society**

Transformations in the cultural sphere and in lifestyle, with particular reference to those which have occurred since the 1970s. ‘Postindustrial’ is often used to trace the changes that take place in the social-economic field, the term ‘postmodern’ was originally most
commonly used in order to define a certain style in architecture, but also defined broader changes to societies and cultures under **globalization**. It is characterized by a ‘time-space compression’ (Harvey, 1989), which was helped by dramatic developments in communications and **transport**. Spatial compression is the result of a radical broadening of the limits of individual action. **Mobility** has become an everyday action (commuting, travelling and tourism) and is seen either positively, as dynamic and cosmopolitan, or negatively, as disorientating and ‘disembedding’ (Giddens, 1991). Temporal compression stems from a speeding up of all processes and ‘life cycles’, including those related to products (which become obsolete extremely rapidly) and especially those related to single individuals (the tendency to jump ahead, in search of immediate gratification, to live the present without planning the future). This ‘compressed’ condition creates seemingly opposing phenomena: the loss of historical meaning but also the ‘hunger for history’, i.e. searching in the past for the roots of one’s own identity (from whence the great development of heritage and cultural tourism of recent decades). Other consequences in the touristic sphere include the disappearance of **borders** between the user and the producer of culture and, more generally speaking, between original and copy. Assisted by technology, these have become increasingly similar in terms of status. This has led to an evolution in the relationship between tourist and touristic goods, which has gone from passive deference to active participation.

See also **Co-creation**, **Representation**

### Poverty alleviation

Although the use of tourism for poverty reduction may appear an incongruent concept it is indicative of both the spatial growth of tourism and an increasing emphasis on poverty alleviation as part of international policy. An evident trend in the international tourism market is one of increasing international arrivals to developing countries especially the **less-developed countries** (LDCs) and the growth in **domestic tourism** in developing countries. Both these trends offer potential opportunities for the involvement of the poor in tourism and the creation of **livelihood** opportunities. The significance of domestic tourism for poverty reduction is that domestic tourists are more likely to display a higher propensity of utilizing tourism enterprises initiated by the poor than the majority of international tourists, as they are familiar with local quality standards of service and produce.

The potential use of tourism for poverty alleviation has been recognized by the **United Nations World Tourism Organization** (UNWTO) through the ‘Sustainable Tourism–Eliminating Poverty’ (ST-EP) initiative and in the ‘**pro-poor tourism** (PPT)’ concept that originates from the United Kingdom’s Department for International Development (DFID). Essential to both approaches is the focusing of development policy through Poverty Reduction Strategy Papers (PRSPs) on the poor, rather than the emphasis being on macro-economic growth and trickle-down effects, and integrating tourism into poverty reduction policy. Integral to both approaches are environmental sustainability and participatory approaches that actively and meaningfully involve the poor in the decision-making process of development, akin to Agenda 21. While the use of tourism for poverty has potential, it is at an early stage of development and empirical data to evaluate its usefulness is scarce. However, it is evident that generic barriers
Tourism Area Life Cycle (TALC) Initiative has the support of the United Nations World Tourism Organization (UNWTO), United Nations Environment Programme (UNEP) and the United Nations Educational, Scientific and Cultural Organization (UNESCO).

Tour Operators Initiative
www.toinitiative.org/

Tourism

According to the UNWTO, tourism involves an overnight stay away from one’s fixed address (minimum one night, maximum 1 year) for leisure, relaxation and education purposes. Tourism already existed in the pre-modern age, as a niche phenomenon, but then became a mass phenomenon in urban-industrial society as a result of significant social and technological changes that occurred (the emergence of workers’ rights, paid holidays and the development of transport). It is the main way that the urban-industrial society organizes free time, replacing the tied practices of the farming world. During the modern age, tourism provided rest from the psycho-physical strain of hard labour, yet in the postmodern age it takes on other functions, acting as a status symbol for cultural capital, providing cultural enrichment and helping to construct and narrate our own complex personal biography.

Tourism Area Life Cycle (TALC)

A model proposed by Butler (1980) to illustrate the pattern of development common to many tourist destinations. The model has become one of the most cited examples in the tourism literature with over 2400 citations to date, and it is still in current use with new applications appearing in the tourism literature annually. The model uses an asymptotic curve to illustrate the pattern of a tourist destination, with the vertical axis reflecting visitor numbers and the horizontal axis time. It is acknowledged that visitor numbers is a crude measure of the development of a destination but it reflects the only generally available measure in most locations. Overnight visitors are more likely to reflect the true stage of development as day and cruise visitors tend to reflect later stages in a destination’s cycle.

The product life cycle, originally developed in the management literature, provides the conceptual base for the model, on the basis that tourist resorts and destinations are themselves products and should therefore follow a common product life-cycle pattern. Butler’s original model listed five stages of development common to all destinations: exploration, involvement, development, consolidation and stagnation, followed by a range of alternative subsequent stages, rejuvenation (rapid and slow), stabilization and decline (rapid and slow), with the argument that management intervention was the deciding factor as to which alternative path would be followed (Fig. T2). The subtitle of the original article was ‘Implications for management of resources’, and it was argued that if appropriate and timely intervention did not occur, then decline was most likely. The model suggested that development beyond the range of critical elements of the carrying capacity of the destination being examined would result in a loss of quality...
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